



**SCOTTSDALE PRIDE COMMITTEE
CITY OF SCOTTSDALE CITY HALL
3939 N. DRINKWATER BLVD.
KIVA CONFERENCE ROOM
SCOTTSDALE, AZ 85251
JUNE 1, 2006**

MINUTES

Present: Cristina Lenko (Chair)
Donald Scott (Vice-Chair)
Vicki Carr
Carol Cerrito
Robbi Henrickson
Sandra Kaibetony
Rosanna Organ
Linda Preisser
Richard Taylor
Cathy Zebarth

Absent: Richard Kimberly (excused absence)
Ronald Robins (excused absence)
Judy Snyder
Zachary Stahmer
Stewart Walowitz

Staff: Rob Millar

Speaker: Rae Darden, Citizen & Neighborhood Resources Department Coordinator

CALL TO ORDER

Chair Lenko called the Scottsdale Pride Committee regular meeting to order at 5:37 p.m. Roll call confirmed the presence of Committee members as noted above.

Chair Lenko introduced new member Linda Preisser. Ms. Preisser stated that she lived in south Scottsdale and that it was an honor to participate, commenting that she always wanted to be part of a volunteer organization that helped the City.

APPROVAL OF MAY 4, 2006 MINUTES

MR. TAYLOR MOVED FOR APPROVAL OF THE MINUTES OF THE MAY 4, 2006 MEETING. THE MOTION WAS SECONDED BY VICE-CHAIR SCOTT AND CARRIED UNANIMOUSLY BY A VOTE OF NINE (9) TO ZERO (0), WITH MS. PREISSER ABSTAINING.

ADOPT-A-ROAD OVERVIEW AND UPDATE

Ms. Rae Darden, the Citizen & Neighborhood Resources Department Coordinator, reported that the Adopt-A-Road Program was being administered from the Pima North Resource Center at 8787 E. Hualapai Drive (the Water Campus north of the 101). She is at the Resource Center five days a week, Mr. Millar is there one day a week, a Senior Planner is there two mornings a week, a Drainage Planner also comes in weekly, and they just received approval for Police Officers to use the Resource Center as their satellite office.

Ms. Darden explained that the Pima North Resource Center was started was a need for a mini City Hall where people could come to get assistance with problems such as HOA issues, planning, and commercial or residential issues. Their free services include passports by appointment only, acceptance of City water bill payments, notary service, brochures and trail maps.

Ms. Darden confirmed that the public has been very impressed with the Pima North Resource Center. Mr. Millar reported that second Adopt-A-Road Center location at Scottsdale and Bell Road will be moving to the new Senior Center.

Ms. Darden reported that the Adopt-A-Road program was started in 1993, keeping the City clean and beautiful in a very economic manner. It is also part of the Scottsdale Clean & Scenic Group. Mr. Millar clarified that Scottsdale Pride was involved in changing the name several years ago to Scottsdale Clean & Scenic, in order to integrate "scenic" into a unique Scottsdale name, since the Adopt-A-Road name is more national.

Ms. Henrickson reiterated that Scottsdale Clean & Scenic groups are those entities that are volunteering to adopt a road area. Ms. Organ reported that she is part of the Pima Road Clean & Scenic Group that keeps the northern Carefree area clean in the City limits.

Ms. Darden explained that when an individual or organization adopts a road, they are adopting a segment of a Scottsdale road approximately 1-2 miles long and are committing to clean that segment at least 3 times a year. The City and the Scottsdale Pride Committee also organizes April Clean & Beautiful Month and the Treasures 'N Trash event in November.

Mr. Taylor clarified that they normally hold the Treasures 'N Trash event in conjunction with the National Clean-Up event in October and had to reschedule it last year because of a conflict with the GAIN event.

Ms. Darden provided an overview of the information packets, explaining that interested individuals must fill out an application, a pre-event notice outlining the date and location they plan on picking up trash if it is other than the two events held by the City, and then review the Team Leader

checklist. Once that is done, they must provide a volunteer sheet signed by all of their volunteers in order to receive vests and gloves. The pre-event notice gives the City advance notice of clean-up so staff can arrange for trash pick up.

Ms. Darden presented an example of an Adopt-A-Road work sign that is to be purchased by an adoptive group for \$50 for posting at the beginning and end of their road segment during their scheduled clean-ups. She reported that their adoptive membership has grown from 120 to 137 groups in the past year and a half. Discussion ensued regarding what information can be included on the sign such as telephone numbers and websites.

Ms. Darden explained that membership included Boy Scouts, churches, small families with kids, and anyone interesting in keeping Scottsdale clean. She presented last year's map of Adopt-A-Road segments, recalling that they had 382 volunteers who picked up 3,820 lbs. of litter last year and this year there were only 126 volunteers who picked up 14,000 lbs. of litter.

Ms. Darden stated that they have a database of membership that can be organized alphabetically or by location, currently having 137 groups equaling 220 miles; and offered access or a copy of it to the Committee if needed. She explained that other program information appears on their website. In response to Mr. Taylor's inquiry, Ms. Darden pointed out that significant roads in need of adoption are on a list in the information packet. Mr. Taylor suggested that they advertise a map of the locations in the water bill. Ms. Carr recommended that the map be tailored to zip codes. Ms. Darden agreed to initiate the Committee's suggestions. She presented photographs of volunteers cleaning up Scottsdale. Vice-Chair Scott pointed out the photographer, Ms. Zebarth, was sitting right next to him.

Mr. Taylor explained that the Committee had previously discussed adopting a road. In response to Mr. Taylor's inquiry about the \$50 sign, Ms. Darden clarified that all adoptive groups including City agencies must pay for the signs. Ms. Organ asked why could they not just buy placards and post them on wooden stakes, explaining that her group Colony Park Villa Monterey had not bought signs. A discussion ensued about signage.

Ms. Kaibetony initiated a discussion about what happens when an adoptee does not fulfill their clean-up duties as scheduled. Ms. Darden reported that once they receive complaints, they contact the adoptive group and ask if they wish to continue the adoption. If not, there are others interested in taking over. Ms. Darden thanked the Committee, stating that anyone interested in adopting a road can contact her by e-mail.

Ms. Henrickson suggested that the Committee adopt a road with high visibility in order to increase the Pride Committee's recognition and signage visibility.

SUBCOMMITTEE REPORTS

- Treasures and Trash

Mr. Millar reported that the City funds Treasures 'N Trash, and he and the other subcommittee members Mr. Robins and Mr. Taylor met to discuss the upcoming October event.

Pre-Check-In:

Mr. Taylor explained that pre-check-in was suggested because it is a more efficient way to hand out supplies and the number of walk-ins have decreased over the years. The consensus of the Committee was to initiate and publicize pre-check-in. A discussion on how to publicize the event ensued.

Changes:

Mr. Taylor reported that they decided to not hold a coloring contest because it takes up too much time. They will not buy gloves because people have taken them home in the past. They also discussed not having prizes because of the time and energy involved. The prizes do not seem to attract publicity. A discussion regarding the function of prizes followed.

Mr. Taylor pointed out that if there are no prizes, the name would need to be changed, Several possible names were mentioned and Mr. Taylor requested that Committee members e-mail him any suggestions.

T-Shirts:

Mr. Taylor noted that they discussed having generic t-shirts with the Scottsdale Pride logo printed on the front and nothing printed on the back so they could be used every year. The subcommittee is contemplating possibly ordering 1,000 t-shirts at \$3.50 each out of the \$5,000 budget. Printing on the back would cost an additional \$.50 per t-shirt.

A discussion relating to t-shirts ensued. Mr. Taylor suggested that photos be taken of the volunteers to be published in the Pride Newsletter along with an article about the event. Mr. Millar suggested that a few Committee members could ride around the event on a trolley as done in the past, handing out t-shirts and water bottles.

Signage:

Mr. Taylor stated that the subcommittee discussed buying signs that say "Scottsdale Pride Project" to be put out on the roadways during clean ups or other projects on an annual basis.

In response to Ms. Henrickson's inquiry about funding, Vice-Chair Scott explained that Treasures 'N Trash receives \$5,000 from the City budget. Ms. Henrickson argued that the Committee could do more with the funding than just buy t-shirts. Mr. Millar reported that the \$5,000 is earmarked for Treasures 'N Trash only.

Mr. Millar presented a double-sided corrugated sign from Ms. Stevens, which she agreed to donate to the Committee. He explained that the cost of the prototype included a set-up fee of \$65.00. Ms. Stevens indicated that for \$100 she should be able to purchase 10 signs. Vice-Chair Scott pointed out that signage would be a much more visible method to getting their name and logo out into the public.

Mr. Millar reported that they originally discussed A-frame signs until they realized that the City hardly has any internal storage space available. Noting that the City has guidelines and laws pertaining to roadway easements, Mr. Millar clarified that any signage other than ADOT signs must be placed 8-10 feet off of roadway easements for safety reasons.

Committee members discussed sign design and how Scottsdale Pride Committee signs might best be put to use.

Mr. Millar reported that the National Make a Difference Day is currently scheduled for October 28th, and was created by USA Today approximately 12 years ago. He encouraged the Committee to check out the website to find out what people are doing to participate all over the country.

Mr. Millar stated that he would get back to Ms. Stevens, informing her that they want black text on gold signs. He also undertook to gather price quotes and prototypes of t-shirts and A-frame signs for the next meeting. Mr. Millar explained that part of the subcommittee's goal is to provide updates in order to receive feedback from the Committee, and asked them to contact the subcommittee with any further suggestions. He requested that anyone interested in being a subcommittee member e-mail him.

Vice-Chair Scott suggested that voting on the official event name and review of printing prices for signs and t-shirts be added to the agenda for the July meeting.

- Downtown Recognition

Ms. Zebarth reported that the subcommittee met on May 20, 2006 to distribute flyers, focusing on areas suggested by the Business Services Manager of the City of Scottsdale. She presented the Awards Sticker given to businesses for display in their storefront window.

Vice-Chair Scott reported that the subcommittee is encouraging downtown business owners to clean up or reconstruct their storefronts, educating them on City programs with funds available up to \$25,000. They are still trying to figure out how to tie in their Awards program with the Summer Spectacular ArtWalk on July 6, 2006.

- South Scottsdale Revitalization

Ms. Carr reported that since Mr. Walowitz is not in attendance and it will be too hot to do any renovation projects during the summer, they expect to continue planning projects in the fall.

- North Scottsdale Project

Ms. Cerrito reported that the subcommittee is still working towards getting information into the water bill. She expects the verbiage she read at last month's meeting to be printed in next month's water bill. Ms. Cerrito read her newly prepared insert for the next water bill to the Committee.

Fire Season is Upon Us:

A cigarette butt tossed out of a car window can easily start a brush fire that has the potential to be very harmful to our environment. The Scottsdale Pride Committee, an affiliate of Keep American Beautiful, asks you to please use your ashtray instead of our City streets to extinguish your cigarettes. Let's keep Scottsdale fire free, clean, and beautiful.

A discussion ensued on how to publicize this message. Mr. Millar suggested that members write a script and star in a Public service announcement that could be filmed

and televised on Channel 11. Vice-Chair Scott volunteered to direct and Ms. Zebarth volunteered to write the script. Ms. Cerrito stated that nobody realizes what a big problem cigarette butt litter is, and it has become a major focus of the Keep America Beautiful initiative.

- Ongoing City Projects

Chair Lenko reported that she and Ms. Henrickson had not met since April . She requested that new Committee members need to let them know which subcommittees they wish to be on.

Ms. Henrickson recommended that the Committee Adopt a Road so they can lead by example. She added that after reviewing the list in the information packet, her choice was McDowell Road between Scottsdale Road and Pima for visibility purposes.

VICE-CHAIR SCOTT MOVED THAT THE SCOTTSDALE PRIDE COMMITTEE ADOPT A ROAD — THE SEGMENT OF MCDOWELL ROAD BETWEEN SCOTTSDALE ROAD AND PIMA. THE MOTION WAS SECONDED BY MS. KAIBETONY AND CARRIED UNANIMOUSLY BY A VOTE OF TEN (10) TO ZERO (0).

Ms. Henrickson agreed to take care of the application and volunteered to be the team leader.

Chair Lenko recalled that they previously discussed doing a measurement of success at the halfway point of the year. She presented a measurement of success form to be filled out by Committee members and brought to the next meeting for discussion and review. The form gives the subcommittees a chance to see what goals have already been reached, have they been following their plan of action, and provides a chance to rethink their goals. Chair Lenko stated that this would be an appropriate time to prepare timelines and assign specific tasks to subcommittee members.

ELECTION OF CHAIR

Mr. Millar reported that the Chair term runs January through December and Chair Lenko is now leaving the Committee. Committee members need to nominate and vote on a new Chair at tonight's meeting.

Ms. Henrickson nominated Vice-Chair Scott as new Chair. There were no other nominations.

MS. HENRICKSON NOMINATED VICE-CHAIR SCOTT AS THE NEW CHAIR OF THE SCOTTSDALE PRIDE COMMITTEE. THE NOMINATION WAS SECONDED BY MS. ZEBARTH AND CARRIED UNANIMOUSLY BY A VOTE OF TEN (10) TO ZERO (0).

Mr. Millar stated that now leaves a vacancy for a new Vice-Chair. Ms. Organ nominated Ms. Zebarth as new Vice-Chair and Ms. Zebarth declined the nomination.

Chair Lenko nominated Ms. Cerrito as new Vice-Chair and Ms. Cerrito declined the nomination. Ms. Carr nominated Ms. Henrickson as new Vice-Chair and she accepted the nomination.

MS. CARR NOMINATED MS. HENRICKSON AS THE NEW VICE-CHAIR OF THE SCOTTSDALE PRIDE COMMITTEE. THE NOMINATION WAS SECONDED BY CHAIR LENKO AND CARRIED UNANIMOUSLY BY A VOTE OF TEN (10) TO ZERO (0).

Chair Lenko reported that Ms. Zebarth will remain the Secretary and Treasurer of the Committee. Mr. Millar stated that Chair Lenko would be missed. Chair Lenko commented that it was a great way to get familiar and involved with the City.

STAFF UPDATES

Mr. Millar reported that during the April Clean & Beautiful Month, neighborhoods participated in cleaning up their community. He presented a Voucher for two Diamondbacks Tickets to Ms. Organ, on behalf of the winning neighborhood Colony Park.

Mr. Millar noted that the Committee previously discussed combining the July and August meetings into one meeting in July. The consensus of the Commission was to hold this meeting on July 27, 2006.

Mr. Millar distributed information on the Scottsdale Government 101 class previously mentioned by Judy Register.

Mr. Millar reported that the Ordinance is anticipated to go before City Council in July or September for codification of the Committee in order to become a Commission.

Vice-Chair Scott stated that he would like to create a marketing subcommittee, and requested that it be added to next month's agenda. Ms. Kaibetony agreed to be a member of the marketing subcommittee.

MEMBER UPDATES

There were no member updates.

PUBLIC COMMENT

No members of the public wished to address the Committee.

ADJOURNMENT

With no further business to discuss, the meeting adjourned at 6:58 p.m.

Respectfully submitted,
AV Tronics, Inc.

Officially approved by the Scottsdale Pride Committee on _____